



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, December 1, 2021
6:00 PM
City Hall – Art Gallery

Watch: <https://www.youtube.com/user/westalliscitychannel>

9. **Signage Plan Ope! Brewing, a proposed brewery, to be located at 6751 W. National Ave., submitted by Tina Lewis, d/b/a Ope! Brewing. (Tax Key No. 454-0251-001)**

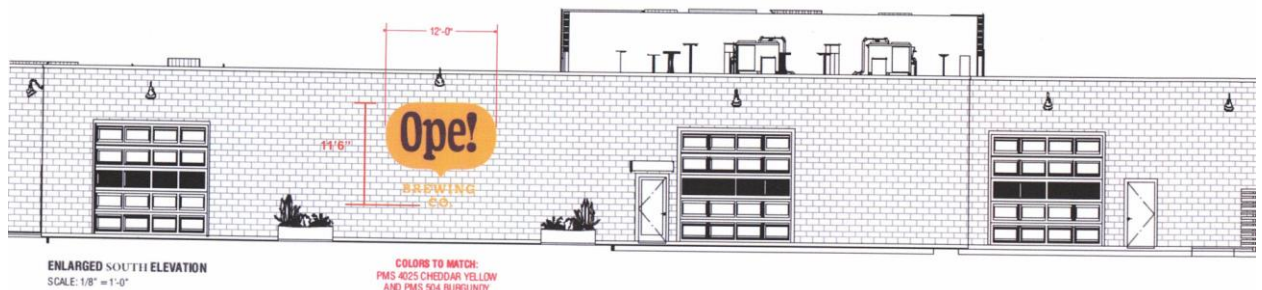
Overview & Zoning

Ope! Brewing is a new restaurant which will brew unique craft beverages in-house and features an outdoor beer garden space. This restaurant will be located at 6751 W. National Ave. The property is zoned M-1 Light Manufacturing District.

To appeal to the design of the neighborhood, and enhance their property, the owner would like to paint a sign onto the rear façade of their building. The applicant was advised to apply for a sign plan appeal when they presented their updated sign plan.

Sign Plan Appeal

Under the Sign Code, the property is permitted up to two wall signs totaling no more than 125 square feet of wall signage. The proposed sign is one of two wall signs on site, which combined equals 164 square feet and does not meet the Sign Code. The sign is painted directly onto the façade. The applicant is requesting a sign plan appeal to allow this painted wall sign under the Sign Code's Creative Sign subsection.



Creative Signs Criteria

The Creative Sign subsection was created to “establish standards and procedures for the design, review and approval of creative signs” that do not otherwise conform to the existing code. The Plan Commission has the authority to approve creative signs.

In order to qualify as a creative sign, “the sign shall: (a) Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area. (b) Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit. (c) Provide strong graphic character through the imaginative use of graphics, color, texture, quality material, scale and proportion.”

The sign shall also conform to contextual criteria by including “one of the following elements: (a) Classic historic design style. (b) Creative image reflecting the current or historic character of the

City. (c) Symbols or imagery relating to the entertainment or design industry. (d) Inventive representation of the use, name or logo of the structure or business.”

Staff finds the painted wall sign to be in alignment with the Creative Signs criteria. The design constitutes a substantial aesthetic improvement to the site and positively impacts the surrounding area by displaying art on the back of a previously industrial building. The design uses a modern palette of vibrant colors to positive effect. This speech bubble style of signage is tasteful and thoughtfully designed to fit the context of the building and community.

Recommendation: Recommend approval of the Signage Plan for Ope! Brewing, a proposed brewery, to be located at 6751 W. National Ave., submitted by Tina Lewis, d/b/a Ope! Brewing. (Tax Key No. 454-0251-001)